

**ORDER**

KSNV

**Orders**

Order / Rev: 104857  
 Alt Order #: 06837373  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 60S  
 Flight Dates: 07/30/12 - 08/06/12  
 Original Date / Rev: 07/27/12 / 08/01/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

**Agency**

Name: Shorr Johnson Magnus  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
1831 Chestnut St.  
Philadelphia, PA 19103

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**

Name: Berkley, Shelley for Senate *Revised*  
 Demographic: A35+  
 Product Codes: PLC01  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:05:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 07/30/12   | 08/06/12 | 17      | \$23,400.00  | \$19,890.00 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| August 2012   | 17        | \$23,400.00        | \$19,890.00        | 0.00        |
| <b>Totals</b> | <b>17</b> | <b>\$23,400.00</b> | <b>\$19,890.00</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary      |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

| Order Share | Share | Total       |
|-------------|-------|-------------|
| KSNV        | 27%   | \$23,400.00 |
| Market      | 100%  | \$86,666.67 |

**Competitive Share**

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| KBLR              | 0%    | \$0.00      |
| KFBT              | 0%    | \$0.00      |
| KINC              | 0%    | \$0.00      |
| KLAS              | 30%   | \$26,000.00 |
| KLVX              | 0%    | \$0.00      |
| KSNV-             | 0%    | \$0.00      |
| KTNV              | 15%   | \$13,000.00 |
| KTUD              | 0%    | \$0.00      |
| KVVU              | 25%   | \$21,666.67 |
| KVWB              | 0%    | \$0.00      |
| LV1               | 0%    | \$0.00      |
| UNKWN             | 3%    | \$2,600.00  |

| Ln                        | Ch   | Start             | End             | Inventory Code         | Break | Start/End Time    | Days    | Len         | Spots | Rate          | Pri | Rtg  | Type | Spots | Amount     |
|---------------------------|------|-------------------|-----------------|------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|-------|------------|
| E 1                       | KSNV | 07/30/12          | 08/03/12        | M-F 5-6a WakeUp w/Wa@M | 5-6a  |                   | MTWTF-- | 1:00        | 5     | \$800.00      | 1   | 0.00 | NM   | 5     | \$4,000.00 |
| M-F 5-6a WakeUp w/Wagners |      |                   |                 |                        |       |                   |         |             |       |               |     |      |      |       |            |
| NEWS                      |      |                   |                 |                        |       |                   |         |             |       |               |     |      |      |       |            |
|                           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |            |
|                           |      | Week: 07/30/12    | 08/05/12        | MTWTF--                |       | 5                 |         | \$800.00    |       | 0.00          |     |      |      |       |            |

Order / Rev: 104857  
 Alt Order #: 06837373  
 Flight Dates: 07/30/12 - 08/06/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 60S  
 KSNV

| Ln             | Ch   | Start             | End             | Inventory Code                                      | Break             | Start/End Time             | Days        | Len  | Spots         | Rate       | Pri | Rtg  | Type   | Spots | Amount      |
|----------------|------|-------------------|-----------------|---|-------------------|----------------------------|-------------|------|---------------|------------|-----|------|--------|-------|-------------|
| E 1            | KSNV | 07/30/12          | 08/03/12        | M-F 5-6a WakeUp w/Wa@M<br>M-F 5-6a WakeUp w/Wagners | CM                | 5-6a                       | MTWTF--     | 1:00 | 5             | \$800.00   | 1   | 0.00 | NM     | 5     | \$4,000.00  |
| NEWS           |      |                   |                 |   |                   |                            |             |      |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                            | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week: 07/30/12 |      | 08/05/12          | MTWTF--         | 5   |                   | \$800.00                   |             | 0.00 |               |            |     |      |        |       |             |
| E 2            | KSNV | 08/06/12          | 08/06/12        | M-F 5-6a WakeUp w/Wa@M<br>M-F 5-6a WakeUp w/Wagners | CM                | 5-6a                       | M-----      | 1:00 | 1             | \$800.00   | 1   | 0.00 | NM     | 1     | \$800.00    |
| NEWS           |      |                   |                 |   |                   |                            |             |      |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                            | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week: 08/06/12 |      | 08/12/12          | M-----          | 1   |                   | \$800.00                   |             | 0.00 |               |            |     |      |        |       |             |
| E 3            | KSNV | 07/30/12          | 08/03/12        | M-F 6-7a WakeUp w/Wa@M<br>M-F 6-7a WakeUp w/Wagners | CM                | 6-7a                       | M---F--     | 1:00 | 2             | \$1,400.00 | 1   | 0.00 | NM     | 2     | \$2,800.00  |
| NEWS           |      |                   |                 |   |                   |                            |             |      |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                            | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week: 07/30/12 |      | 08/05/12          | M---F--         | 2   |                   | \$1,400.00                 |             | 0.00 |               |            |     |      |        |       |             |
| E 4            | KSNV | 08/06/12          | 08/06/12        | M-F 6-7a WakeUp w/Wa@M<br>M-F 6-7a WakeUp w/Wagners | CM                | 6-7a                       | M-----      | 1:00 | 1             | \$1,400.00 | 1   | 0.00 | NM     | 1     | \$1,400.00  |
| NEWS           |      |                   |                 |   |                   |                            |             |      |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                            | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week: 08/06/12 |      | 08/12/12          | M-----          | 1   |                   | \$1,400.00                 |             | 0.00 |               |            |     |      |        |       |             |
| E 5            | KSNV | 08/06/12          | 08/06/12        | NEWS 3 at 4 (1 HOUR)CM<br>4PM NEWS (1 hour)         | CM                | 4-5pm<br>(4:30 PM-5:00 PM) | M-----      | 1:00 | 1             | \$1,400.00 | 1   | 0.00 | NM     | 1     | \$1,400.00  |
| NEWS           |      |                   |                 |   |                   |                            |             |      |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                            | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week: 08/06/12 |      | 08/12/12          | M-----          | 1   |                   | \$1,400.00                 |             | 0.00 |               |            |     |      |        |       |             |
| E 6            | KSNV | 07/30/12          | 08/03/12        | NEWS 3 at 4 (1 HOUR)CM<br>4PM NEWS (1 hour)         | CM                | 4-5pm<br>(4:30 PM-5:00 PM) | MTW----     | 1:00 | 3             | \$1,400.00 | 1   | 0.00 | NM     | 3     | \$4,200.00  |
| NEWS           |      |                   |                 |   |                   |                            |             |      |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                            | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week: 07/30/12 |      | 08/05/12          | MTW----         | 3   |                   | \$1,400.00                 |             | 0.00 |               |            |     |      |        |       |             |
| E 7            | KSNV | 07/30/12          | 08/03/12        | M-F Wheel<br>M-F Wheel of Fortune                   | CM                | 7-730pm                    | MTW----     | 1:00 | 3             | \$2,200.00 | 1   | 0.00 | NM     | 3     | \$6,600.00  |
| WHEEL          |      |                   |                 |   |                   |                            |             |      |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                            | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week: 07/30/12 |      | 08/05/12          | MTW----         | 3   |                   | \$2,200.00                 |             | 0.00 |               |            |     |      |        |       |             |
| E 8            | KSNV | 08/06/12          | 08/06/12        | M-F Wheel<br>M-F Wheel of Fortune                   | CM                | 7-730pm                    | M-----      | 1:00 | 1             | \$2,200.00 | 1   | 0.00 | NM     | 1     | \$2,200.00  |
| WHEEL          |      |                   |                 |   |                   |                            |             |      |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     | <u>Spots/Week</u> |                            | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week: 08/06/12 |      | 08/12/12          | M-----          | 1   |                   | \$2,200.00                 |             | 0.00 |               |            |     |      |        |       |             |
|                |      |                   |                 |   |                   |                            |             |      |               |            |     |      | Totals | 17    | \$23,400.00 |